

# EXHIBIT C

Chobani - Simply 100 x

www.thelightthat'sright.com

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SIMPLY 100®

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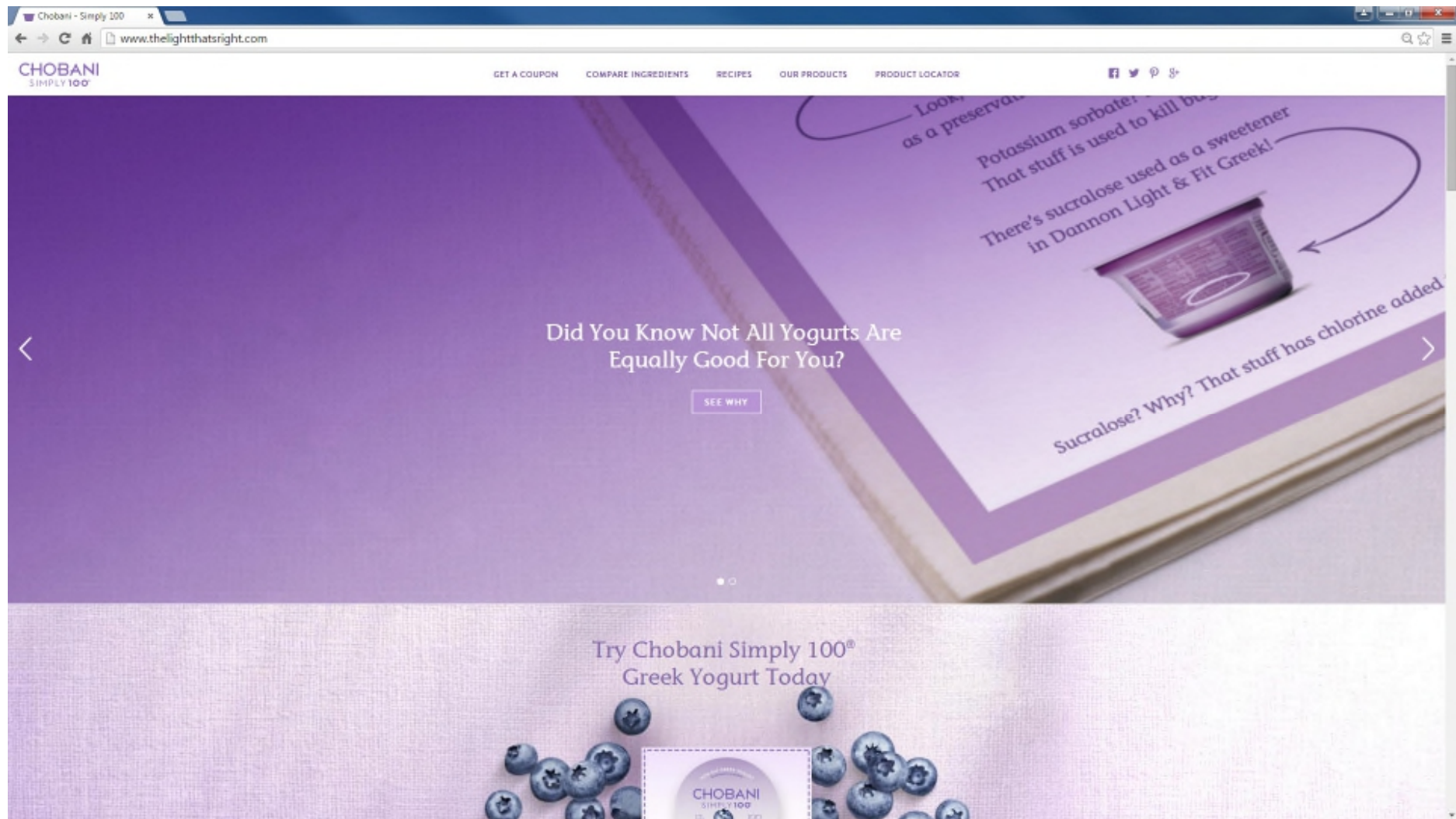
Look at this as a preservation method. Potassium sorbate. That stuff is used to kill bacteria. There's sucralose used as a sweetener in Dannon Light & Fit Greek!

Did You Know Not All Yogurts Are Equally Good For You?

SEE WHY

Sucralose? Why? That stuff has chlorine added.

Try Chobani Simply 100® Greek Yogurt Today



The screenshot displays the Chobani Simply 100 website. The browser's address bar shows the URL [www.thelightthat'sright.com](http://www.thelightthat'sright.com). The website's header includes the Chobani Simply 100 logo on the left and navigation links (GET A COUPON, COMPARE INGREDIENTS, RECIPES, OUR PRODUCTS, PRODUCT LOCATOR) and social media icons (Facebook, Twitter, Pinterest, Google+) on the right. The main banner features a purple-tinted image of hands holding a Chobani Simply 100 yogurt container. The text on the banner reads: "Chobani Simply 100® Is The Only 100-Calorie Greek Yogurt With Zero Artificial Sweeteners Or Preservatives\*". Below this text is a "PLAY VIDEOS" button. At the bottom of the banner, a small note states: "\*Refers to nationally distributed brands". Below the banner is a section titled "Try Chobani Simply 100® Greek Yogurt Today" which includes an image of a yogurt container surrounded by fresh blueberries.

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Chobani Simply 100® Is The Only 100-Calorie Greek Yogurt  
With Zero Artificial Sweeteners Or Preservatives\*

PLAY VIDEOS

\*Refers to nationally distributed brands

Try Chobani Simply 100®  
Greek Yogurt Today

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GET \$1 OFF COUPON  
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FIND A STORE NEAR YOU

## Do You Know What's In Your Cup?


Chobani Simply 100® Greek Yogurt is the only 100-calorie light yogurt\*\* made with only natural ingredients.\*  
Scroll over to compare our ingredients with those in other light yogurts to see what's really inside.



Dannon  
Light & Fit Greek



Chobani  
Simply 100®



Yoplait  
Greek 100

\* Refers to nationally distributed brands.  
\*\*100 fewer calories and 100% less fat than regular yogurt based on USDA data. Chobani Simply 100® Greek Yogurt: 100 calories, 0g fat per 100g; regular low-fat yogurt, fruit variety: 150 calories, 2g fat per 100g based on most recently reported USDA category data. Yoplait Greek 100 is a registered trademark of Yoplait-Marginec Inc. or its affiliates. Dannon Light & Fit Greek is a registered trademark of The Dannon Company, Inc.

Dannon Light & Fit Greek

What Is Sucralose And How Is

Yoplait Greek 100

What Is Potassium Sorbate




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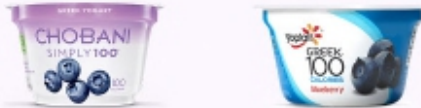


Dannon Light & Fit Greek

- ✓ ARTIFICIAL INGREDIENTS
- ✓ ZERO FIBER
- ✓ ARTIFICIAL SWEETENERS / SUCRALOSE

Dannon Light & Fit Greek

What Is Sucralose And How Is



Yoplait Greek 100

What Is Potassium Sorbate

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What Is Sucralose And How Is It Used?

FDA regulates sucralose as an allowable artificial sweetener and food additive. It is identified as "a disaccharide that is made from sucrose in a five-step process that selectively substitutes three atoms of chlorine for three hydroxyl groups in the sugar molecule." The sweetness intensity for sucralose is 320 to 1,000 times that of sucrose, depending on the food application.

What Is Potassium Sorbate And How Is It Used?

FDA regulates potassium sorbate as an allowable chemical preservative for use in foods. The US EPA (Environmental Protection Agency) also lists potassium sorbate among the allowable minimum risk pesticide products for non-food use.


Almond Butter Banana Smoothie

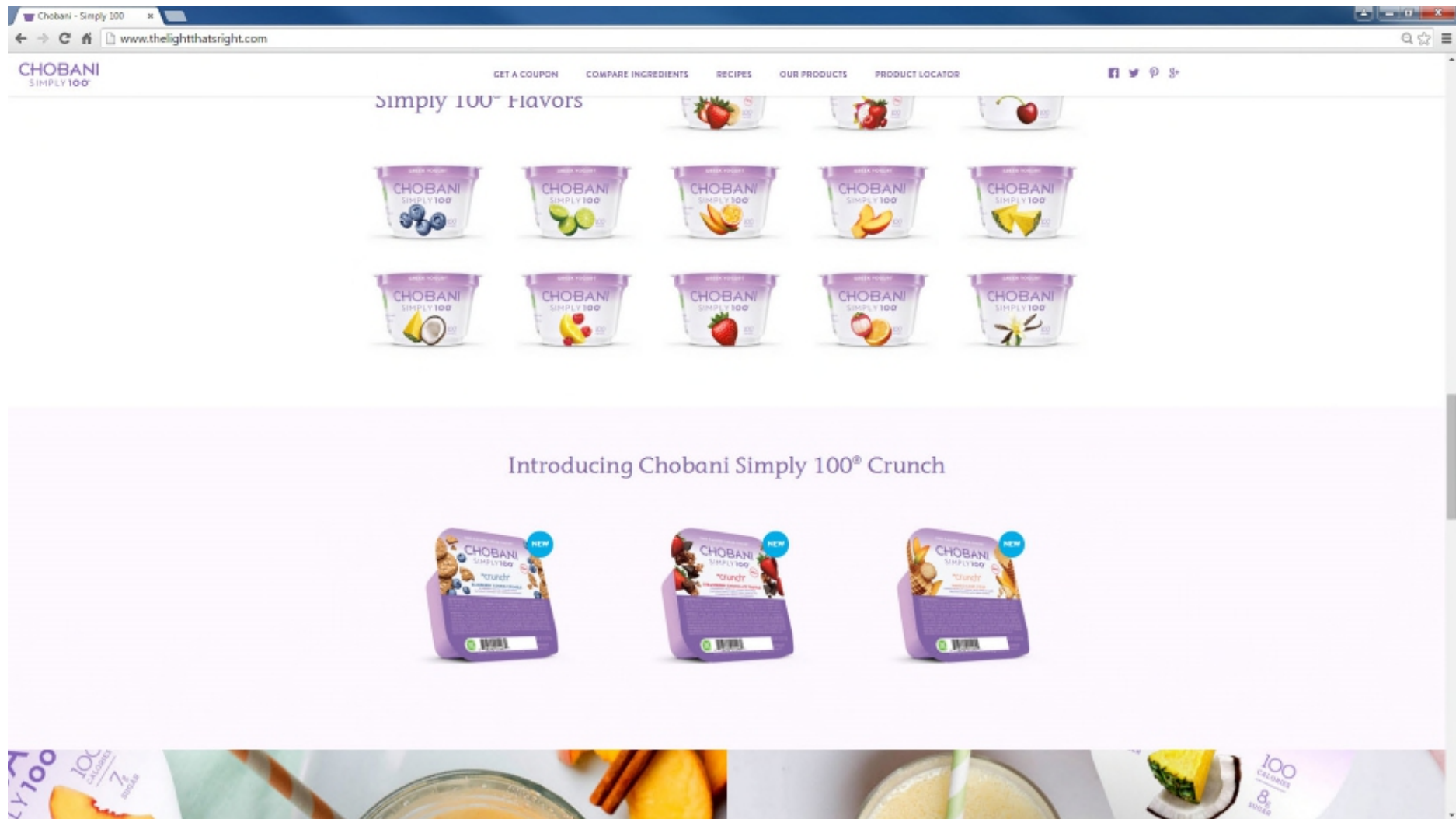
VIEW RECIPE

Strawberry Banana Smoothie

VIEW RECIPE

Our Range of Chobani Simply 100® Flavors







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Peaches n' Cream Smoothie  
[VIEW RECIPE](#)

Piña Colada Smoothie  
[VIEW RECIPE](#)

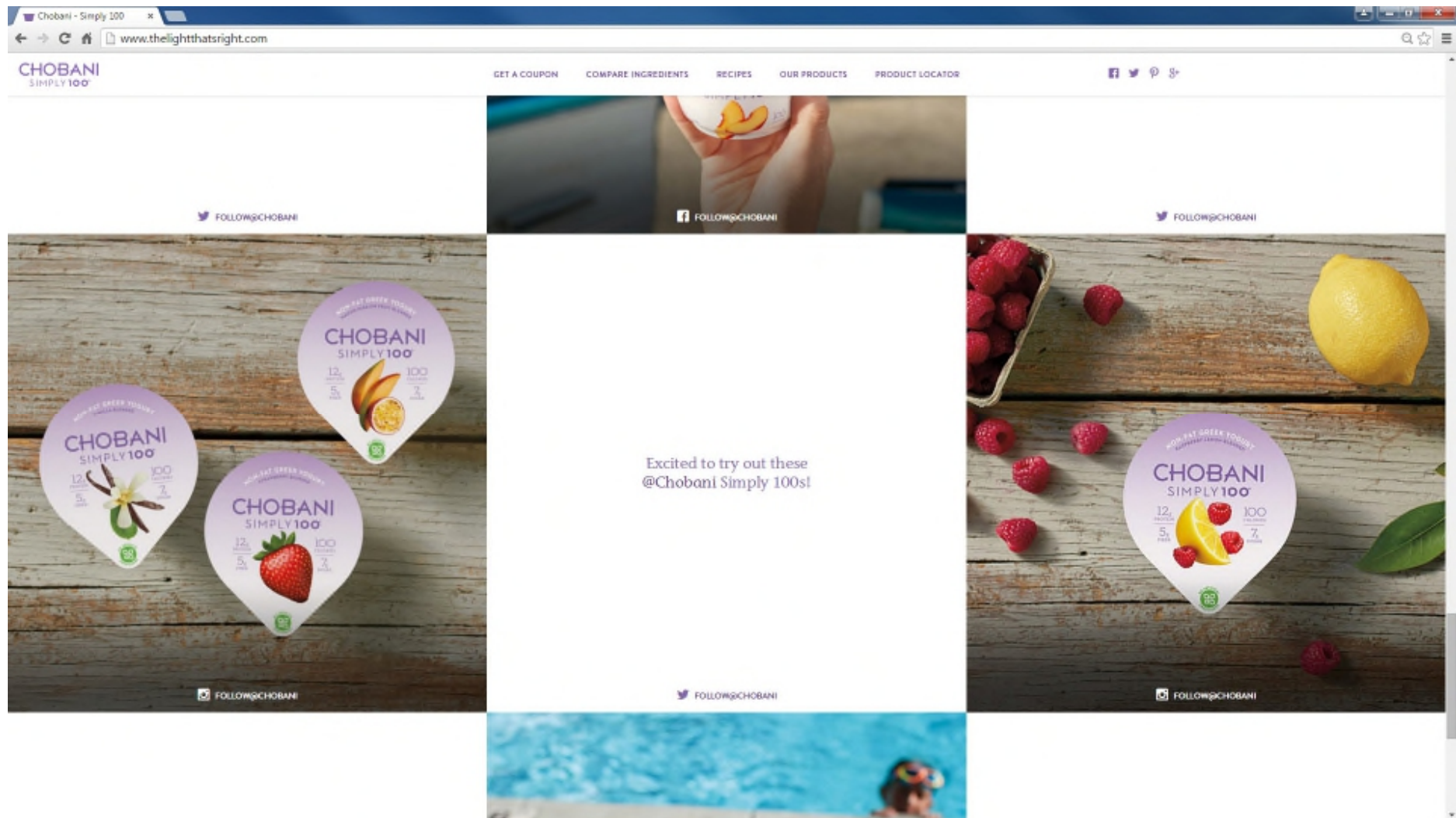
This is my go-to snack: a  
@Chobani Simply 100  
#greekyogurt & a handful of  
Mom's Best Cereals Quick...

FRUIT  
FARMER'S MARKET

CHOBANI  
SIMPLY 100

My new best friend.  
@Chobani Simply 100 ...  
Less Is More!






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@Chobani I love Simply 100! The lime and raspberry lemon are so good! #healthyeating

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Just the right amount of carbs and sugar for me. SIMPLY 100!!!! #chobani #simply100 #gotacoupon @Chobani

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@Chobani

To Love This Life Is To Live It Naturally

Tweets Tweets & replies Photos & videos



**Chobani** @Chobani · 2h

5 quick and easy on the go breakfasts



#LoveThisLife

[chobani.com](http://chobani.com)

Joined August 2010

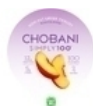
2,020 Photos and videos



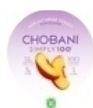
5 quick and easy on-the-go breakfasts,  
cause mornings are tough:  
[cho.ba/1ORVqQC](http://cho.ba/1ORVqQC) #simply100



3 10

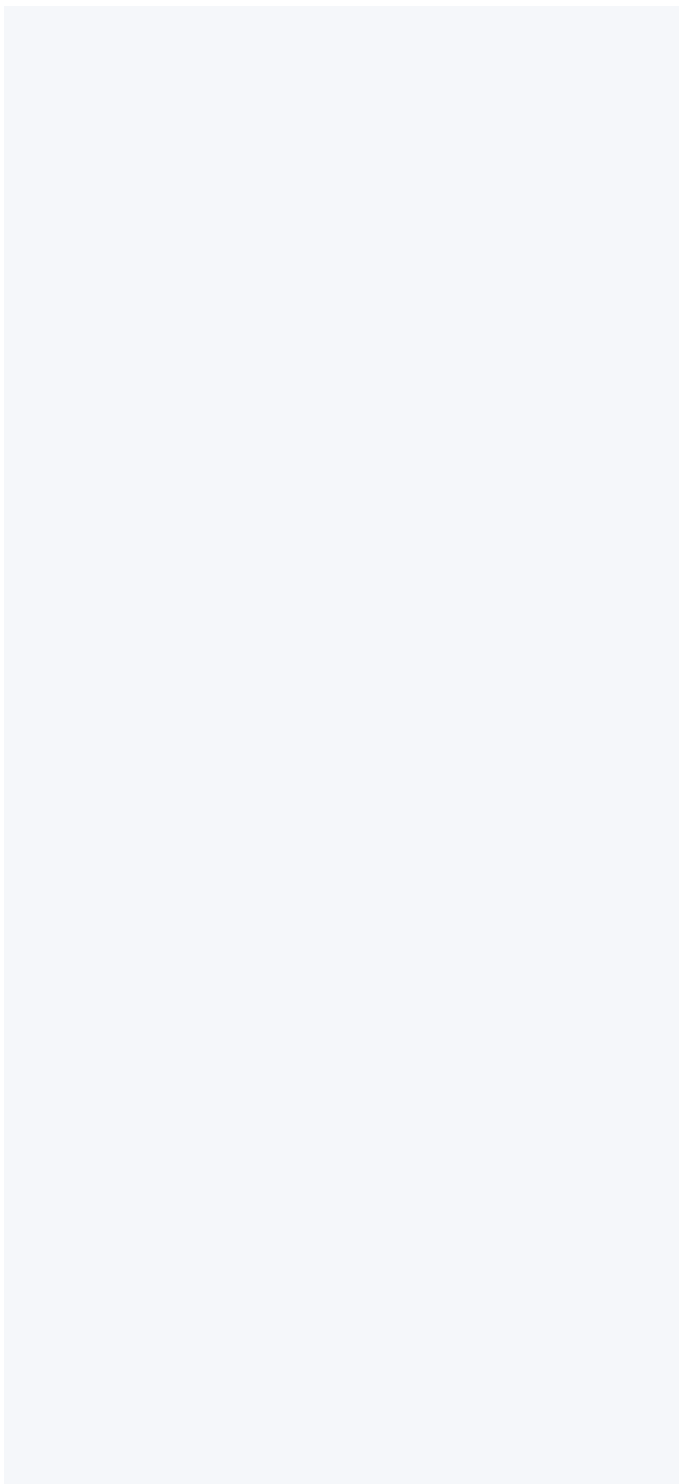
**Chobani** @Chobani · 3hConsumers have a right to know what's in their cup. [prn.to/1mQ5PiY](http://prn.to/1mQ5PiY)

1 8

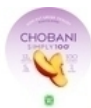
[View summary](#)**Chobani** @Chobani · 12h

We believe consumers have a right to know what's in their cup.  
[nyti.ms/1RhdZxM](http://nyti.ms/1RhdZxM)



[View summary](#)**Chobani** @Chobani · Jan 8

Chobani Simply 100 is the light that's right. Save \$1 now! [cho.ba/simply](http://cho.ba/simply) #nobadstuff #simply100

**Chobani** @Chobani · Jan 8

Looking for some breakfast inspiration? @RealSimple got ahold of some of our best Simply 100 smoothies: [bit.ly/1O71dhR](http://bit.ly/1O71dhR) #simply100



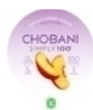
Chobani Retweeted

**Honest Toddler** @HonestToddler · Jan 8

Things kids are afraid of: monsters under bed, the dark, vegetables

Things adults are afraid of: phone battery dying, spotty Wifi, carbs





Chobani @Chobani · Jan 8

Not all yogurts are equally good for you.  
Get the facts here: [cho.ba/simply](http://cho.ba/simply)  
[#simply100](https://twitter.com/Chobani)

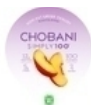


58



321





Chobani (@Chobani) · Jan 6

Did you know not all yogurts are equally good for you? #Simply100



Chobani @Chobani · Jan 4

Holiday detox this way --> [madewithchobani.com](http://madewithchobani.com) #madewithchobani

